

'BIRTHSTONES'
EDITION

Publix Opinion

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L. 1

Publix Theatres Corporation, Paramount Building, New York, Week of May 8th, 1927

No. 3

DESHA CREATES NEW DANCE FOR "BIRTHSTONES"

Beauty of Form Has In-
spired Sculpture for
500 Works

Desha, claimed by many as the world's most beautifully formed, and "immortalized" in the sculpture of Harriet W. Frishmuth, Mrs. Harry Payne Whitney, Edward MacCartan, Malvina Hoffman and others, returned to the Publix fold this week when she made her reappearance at the Paramount Theatre, New York, in John Murray Anderson's latest production, "Birthstones."

Almost equal to her fame as the inspiration for works now in the nation's leading art museums and galleries is Desha's fame as a dancer. In "Birthstones," Desha again teamed with the celebrated French dancer, Myrio, with whom she scored such a sensational success in the Anderson production, "On Old Broadway."

When "Birthstones" opened at the Paramount this week at the start of its tour of the unit theatres, the graceful dancer was the recipient of two more honors. Harriet W. Frishmuth's "The Venus," for which work Desha was the subject, was purchased by the Metropolitan Museum of Art in New York. Miss Frishmuth next named her latest work "Desha" and dedicated it to her beautiful model.

In the art world Desha is known as the "Modern Venus," and she is the model for noted works that are now on exhibition in the leading museums throughout the United States. She has posed for more than 300 works of art. "The Dancer," by Miss Frishmuth, now at the Museum of Fine Arts in Houston, Texas, is one of the most famous poses of Desha. Miss Frishmuth is able to capture the living grace of the dance by posing her models in action. A vicuña in her studio furnishes the model as well as the music for artist and model. Although when she was a child, Miss Frishmuth was so strangely moved by music that she could not endure the conflicting emotions it aroused, today she cannot model so happily in the silence as to the strains of music that mark the time for the living feet of Desha.

When Miss Frishmuth has caught the moment in the dance that she wants to portray, Desha repeats it over and over, while the sculptress makes her preliminary sketch in clay.

The dancer's foot is firmly on the ground with fine precision, but at the same time it is on the verge of rising for the next step. Her arm is caught in fleeting transition. No other method of posing could seize the actual succession of line and pattern, or reproduce the illustration of moving marble and buoyant bronze. It is a tiring and difficult process that only a dancer of sure technique could undertake without too great variation.

Coming to this country from Yugoslavia as a child, Desha has achieved a sensational success in the last few years. She studied dancing in this country and then appeared with the Fokine Ballet at the Metropolitan in New York and other theatres.

While with Fokine, Desha appeared in a dancing sequence for a motion picture. Her work there

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MURRAY ANDERSON SPECIAL PRIZE

A JEWEL RARE!



Emma Klügge is just that in beauty of face and form besides portraying the role of "Diamond" in John Murray Anderson's Publix Stage Production, "Birthstones."

THIS TREAT IS IN STORE FOR MISS OPPORTUNITY

Week of July 9—New York City

At America's greatest theatre, "The Paramount," located in Times Square, "At the Crossroads of the World." Prior to the opening there will be time devoted to sightseeing in and around the city, theatre parties and entertainments under the auspices of the New York Evening Graphic. During the first few days in New York the entire company will be guests of Hotel McAlpin.

Week of July 16—New Haven, Conn.

At the beautiful Olympia Theatre, aptly called "The Publix Pride." There will be sightseeing tours and a visit to the famous Yale University.

Week of July 23—Boston, Mass.

At the Metropolitan Theatre, finest playhouse in all New England. Entertainments and tours will include visits to many points of historical interest.

Week of July 30—Buffalo, N. Y.

At Shea's mammoth Buffalo Theatre. A trip to Niagara Falls will be one of the most interesting side tours of the entire trip.

Week of August 6—Detroit, Mich.

At the great Michigan Theatre. The company will be escorted across the border for a look at Canada. A trip through the Ford factory is also scheduled.

Week of August 15—Chicago, Ill.

At the queen of Balaban and Katz Theatres, the Chicago. Ample time will be devoted to seeing Chicago during the three-weeks engagement. The splendid park system will be visited and there will be boat trips on Lake Michigan.

Week of August 22—Chicago, Ill.

At the Tivoli Theatre in the center of Chicago's great "south side," and close to the beautiful bathing beaches along the shores of Lake Michigan.

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BEST "BIRTHSTONE" EXPLOITATION STUNT WILL WIN \$200 CASH

John Murray Anderson, Publix producer, announced this week that he would offer a prize of \$200.00 for the best publicity or exploitation stunt effective for his latest

BIG NEWSPAPERS BACK CONTESTS

Following close upon the heels of the New York Evening Graphic tie-up of the Publix Opportunity Contest for 1927, advices received this week disclose the fact that other leading newspapers of the country are giving the Opportunity Contest their unequivocal support. In St. Louis, the Ambassador Theatre will work with the St. Louis Star. In that city Brooke Johns, who is now such a success at the Missouri Theatre, will also help in putting the contest over.

The Dallas Daily News has pledged its heartiest cooperation in securing the best entertaining amateur for "young America" according to a wire received from Ernest Geyer. Letters highly commending the plan have been received from Reeves Espy, Vernon Gray, Charles M. Pincus, Lionel Wasson, Charles Taylor and other press representatives and managers of the unit theatres. Chicago has gone into the Opportunity Contest whole heartedly according to William K. Hollander, Chicago Director of Publicity and Advertising. It will have not only a newspaper hook-up but a radio hook-up. By this means it is planned to make a number of announcements over the air outlining the contest, as well as in the newspapers.

FLEET'S ARRIVAL IN NEW YORK PROVED BREAK FOR PARAMOUNT

When the Atlantic Fleet arrived in New York last week, Russell B. Moon lost little time effecting a worthwhile tie-up with The New York Herald-Tribune to the benefit of the Paramount Theatre. Through an arrangement Mr. Moon made with the Promotion Department of The Herald-Tribune 5,000 copies of this newspaper were distributed every morning for a period of a week to the officers and enlisted men of the 35 vessels which comprise the fleet. Across the first page of each paper was a sticker, with the following copy:

Compliments Of The
Paramount Theatre
The Gayest Spot In Town

Enjoy Pleasant Hours Ashore
In
The World's Most
Magnificent Theatre
See
Gilda Gray in
"Cabaret"

and
John Murray Anderson's
Big Stage Show

That the stunt met with the favor of the naval men was evidenced by a letter of appreciation sent to the Paramount Theatre by Z. E. Briggs, Captain U. S. Navy, Commanding Officer.

stage show "Birthstones" during its tour of the unit theatres. The production opened this week at the Paramount Theatre, where it was acclaimed one of the finest units Publix has ever presented.

For the big cash prize offered by Mr. Anderson, the publicity directors at all of the unit theatres are eligible. The judges in this "Birthstones" contest will be A. M. Botsford, Director of Advertising and Publicity; Ed. Olmstead, the Editor of Publix Opinion and Mr. Anderson himself.

"Birthstones" is a production replete with many publicity and exploitation angles. Its cast is headed by Desha and Myrio, one of the most famous dance teams in the country. Desha is probably the most beautiful model in the country, and has been good for reams of copy in the leading papers of the United States during the last few years. Emma Klügge, whose sensational mirror dance was one of the features of "Artists and Models" also appears in the act, as does Kendall Capps, formerly featured with the "Greenwich Village Follies."

The title of the unit show also gives rise to some good exploitation angles. In short there is a real opportunity to put over a smashing publicity story on this production, and at the same time draw down the tidy sum of \$200. Complete campaigns on "Birthstones" should be forwarded to Publix Opinion from each unit city. The prize will be awarded a week following the close of "Birthstones" in Atlanta.



BEAUTY AND TALENT IN NEW ANDERSON SHOW

PUBLIX SOPRANO SANG FOR KING

Natasia Dean, one of America's best coloratura sopranos, is prima donna in John Murray Anderson's latest Publix stage production, "Birthstones." Miss Dean, a native of Kentucky, sprang into prominence over night a few years ago at a concert at the Manhattan Opera House in New York. She had only been in the metropolis a few days, having just recently graduated from the College of Music in Cincinnati. The first metropolitan appearance of Miss Dean was entirely unexpected as Miss Elvira Amazar and Percy Grainger had been extensively advertised as the two solo features. Miss Amazar was taken ill at the last moment, and Miss Dean, who never before had sung in public, took her place. Her success was instantaneous and the next morning the music critics of the New York papers sang peans of praise to her wonderful voice.

At her graduation from the College of Music in Cincinnati, Miss Dean was honored by having the Cincinnati Symphony Orchestra play one of her compositions at a public concert. Following her sensational unexpected appearance at the Manhattan Opera House the young singer was flooded with offers, but went to Europe to continue her vocal studies. There she won instantaneous recognition, and following two years of concert work in Italy and Germany, she filled an engagement in opera at La Scala, Milan, with the renowned Toscanini conducting. The young singer while appearing in Greece gave a concert at the command of King Constantine.

Capps Born In Dancing Shoes

Kendall Capps, who for two seasons was one of the featured principals in the Greenwich Village Follies, appears in John Murray Anderson's Publix production, "Birthstones." Capps, a native of St. Louis, was practically born in dancing shoes. He is one of the famous Capps family, the eleven members of which were known several years ago by vaudeville patrons from coast to coast. Several years ago the act disbanded, and the mother and father retired to private life in St. Louis, where the latter is a well-known vaudeville booking agent. The nine children, however, continued their theatrical activities, though not as a unit. Edith, Bee, Earl and Eddie, the four youngsters of the Capps family, recently appeared in the Publix production, "Barnyard Follies." Kendall, who in addition to being a great eccentric dancer is a musician of parts, organized a jazz band which was a distinct success in vaudeville. The feature of this act was the playing of eight different instruments by the young leader.

Following the conclusion of his vaudeville tour, Kendall also returned to St. Louis where he founded a dancing school that is still in operation in that city. He remained at the school for a year, and then embarked on another vaudeville tour, during the course of which he achieved such success that he was engaged to appear as a principal in the Greenwich Village Follies.

GERTRUDE HOFFMAN DANCER NOW IN "BIRTHSTONES"

Emma Klidge, whose Dance of Vanity is one of the high lights of the Publix production "Birthstones," was formerly the featured dancer in the internationally famous troupe of Gertrude Hoffman

(Continued on page 3, col. 3)

BOYS! MEET THE MAYOR



THEN HIZZONER TOOTED HARMONICA

New Haven, May 6th—Borrah Minevitch, world champion harmonica player, who graduated from the newsboy ranks to distinction in the musical world and who will be at the Olympia theater next week with his troupe of players, in Frank Cambria's Publix stage show, "Boyhood Days," was this morning presented with the key to the city by Mayor John B. Tower.

Surrounded by the players Mayor Tower tooted a few notes on a harmonica and chatted with Mine-

vitch while the motion picture operators snapped the two as they performed for the camera. Minevitch congratulated the mayor on his musical talent and the courtesy was exchanged.

Before going to the City Hall, Minevitch, known as the Wizard of the Harmonica, was met at the station by more than 300 newsboys of the city. These youngsters acted as an escort in a parade to the city hall.

THIS TREAT IS IN STORE FOR MISS OPPORTUNITY

(Continued from Page 1)

Week of August 29—Chicago, Ill.

At the famous Balaban and Katz "Uptown," located in the heart of Chicago's north side residential district. The "Uptown" is the newest and greatest of the world-famed B & K group.

September 5 to 9—Chicago, Ill.

At this point of the tour a few days are set aside for rest and rehearsals. Costumes and settings are renewed. There will be time for additional sightseeing, shopping and theatre-going.

Week of September 10—Indianapolis, Ind.

At the Indiana, newest of the Publix Theatres. Indianapolis is one of the most interesting cities on the trip. It is the state capital and one of the great industrial centers of America.

Week of September 17—St. Louis, Mo.

At the splendid new Ambassador Theatre, famous for its great orchestra and exclusive architectural beauties. Forest Park and the vast residential districts will be included in sightseeing side trips.

Week of September 24—Kansas City, Mo.

At the Newman Theatre, "show place of the great Southwest." A trip around the great boulevard system will be one of the long-remembered incidents of the visit to this western metropolis.

Week of October 1—Omaha, Nebr.

At the new and sensationally atmospheric Riviera Theatre. True western hospitality will assure the "Young America" troupers of an enjoyable week in beautiful Omaha.

Week of October 8—Des Moines, Ia.

At the Capitol, the finest theatre in the state of Iowa. A trip through the magnificent state capitol buildings will be a feature of the week's visit.

October 15 to 21—Des Moines, Ia.

The second and final period of rest and rehearsals for the remaining weeks of the tour.

Week of October 22—Dallas, Texas

At the Palace Theatre. Dallas is one of America's newest and most prosperous cities. The ideal climate and interesting places to see will make this a memorable week.

Week of October 29—San Antonio, Texas

At the marvelous Texas Theatre—"Pride of the Southwest." A visit to the famous Alamo ruins just outside the city will be one of the events of the week. There will also be a trip to the great United States Army Reservations where "Wings" and "The Rough Riders" were recently filmed by Paramount.

Week of November 5—Houston, Texas

At the Metropolitan Theatre, which is one of the greater Publix Theatres. Motor trips and generous entertainment will make time fly in Houston.

Week of November 12—New Orleans, La.

At the new Saenger Theatre. This will be the most interesting week of the entire trip for those who have never visited famous New Orleans with its quaint French quarter and atmosphere of the old South.

Week of November 21—Memphis, Tenn.

At Loew's Palace, Tennessee's finest theatre. The company will visit the Mississippi riverfront where picturesque steamboats load most of the world's cotton supply.

Week of November 28—Atlanta, Ga.

At the Howard Theatre. This is the last week of the tour. Farewell parties and "seeing Atlanta" trips will be staged for the company in real southern style, after which some members of the cast will return to their homes while others will come back to New York to continue their careers behind the footlights.

JEWELRY STUN SHOULD GO BY

For the John Murray Anderson stage show, "Birthstones," Palmer of the Home Office arranged an attractive layout from the twelve girls in the show who represent the various birthstones. A reproduction of the layout is being made in the sizes, 8 x 10 for newspaper, 14 and 22 x 28 for outside display purposes. It should be of medium to a good tie-up in local jewelry houses in unit city. In conjunction with this jewelry tie-up, the following copy may be used to advantage:

JANUARY—Garnet
No gem save Garnets should be worn by her who in this month is born. They will insure her constancy. True friendship and fidelity.

FEBRUARY—Amethyst
The February-born may find Sincerity and peace of mind. Freedom from passion and from grief she an Amethyst will wear.

MARCH—Bloodstone
Who on this world of ours her share In March first opens may be wise In days of peril firm and brave. Wears she a Bloodstone to her gaze.

APRIL—Diamond
She who from April dates her years Diamonds should wear, lest bitter tears For vain repentance flow. This Emblem of innocence is known.

MAY—Emerald
Who first beholds the light of day In Spring's sweet flowering may of May And wears an Emerald all her life Shall be a loved and happy wife.

JUNE—Agate
Who comes with summer to Earth And owes to June her hour of birth With ring of Agate on her hand Can health, wealth and long command.

JULY—Ruby
The gleaming Ruby should adorn All those who in July are born. For thus they'll be exempt and free From love's doubts and anxieties.

AUGUST—Carnelian
Wear a Carnelian, or for thee No conjugal felicity. The August-born without this gem 'Tis said, must live unloved and free.

SEPTEMBER—Sapphire
The maiden born when autumn leaves Are rustling in September's breeze A Sapphire on her brow should wear 'Twill cure diseases of the mind.

OCTOBER—Opal
October's child is born for woe And life's vicissitudes must know. But lay an Opal on her breast And Hope will lull those woes to rest.

NOVEMBER—Topaz
Who first comes to this world with snow With drear November's fog and rain Should prize the Topaz hue Emblem of friends and lovers.

DECEMBER—Turquoise
If cold December gave you birth The month of snow and ice mirth Place on your hand a Turquoise Success will bless whatever you do.

FAMED ART MODEL DANCES FOR PUBLIX

(Continued from page 1, col. 1)
attracted the attention of Hugo Riesenfeld, the managing director of the Rivoli and Rialto Theatres in New York. He engaged her to appear at the Rialto and she scored an instantaneous success by her own original vision entitled "The Bubble Dance." Later she appeared in the Broadway production "Cazenova" as solo dancer, and then as the premiere danseuse in "The Rose Stamboul."

"Dancing without music may be a common form of self-expression in America by the year A. D. 20 according to Desha. "Dancing music is not complete self-expression at all," Desha declares. "Rather it is the interpretation of the ideas and rhythm of other. Thus it becomes in a sense imitative."

"Dancing is a more expressive art than it generally gets credit for being."

You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, President

M. BOTSFORD, Dr. Advertising

JOHN E. MCINERNEY, Editor

SPECIAL CORRESPONDENTS

Stewart	Home Office, New York City
m Palmer	Home Office, New York City
ssell B. Moon	Paramount Theatre, New York City
Charles Pincus	Olympia Theatre, New Haven
Charles B. Taylor	Shea's Buffalo Theatre, Buffalo
rnnon Gray	Metropolitan Theatre, Boston
ear Doob	Michigan Theatre, Detroit
oyd Lewis	Balaban & Katz Theatres, Chicago
l Pine	Balaban & Katz Theatres, Chicago
a Serkowitz	Balaban & Katz Theatres, Chicago
Reeves Espy	Ambassador Theatre, St. Louis
l Jacobs	Newman Theatre, Kansas City
ed Bartow	Riviera Theatre, Omaha
te Frudenberg	Capitol Theatre, Des Moines
E. Geyer	Palace Theatre, Dallas
ymond Jones	Texas Theatre, San Antonio
arry Van Denmark	Metropolitan Theatre, Houston
aurice F. Barr	Saenger Theatre, New Orleans
R. Allen	Loew's Palace, Memphis
s Grist	Howard Theatre, Atlanta
mes Loughborough	Metropolitan Theatre, Los Angeles
f Lazarus	San Francisco

We Thank You

The manner in which our first copy of PUBLIX OPINION was received and the enthusiasm it has already developed makes us content that it will grow bigger and better. We know now that we have your full support and 100 per cent co-operation in putting it to the benefit of every Publix Theatre. Letters received by PUBLIX OPINION reveal the support our paper is getting. Charles Taylor, Director of Publicity in Buffalo wrote in part: "PUBLIX OPINION is a wow. It should be a real help to the boys all over the country. We were able to use quite a bit of the 'Way Down South' material." Maurice F. Barr, Supervising Manager of the New Orleans theatres, wrote that it should be of valuable aid to all managers. Big capital letters said it was "Great." Bud Gray, Director of publicity at the Metropolitan Theatre, Boston, also labelled it a "wow." Other letters were equally enthusiastic. With such support PUBLIX OPINION is going right over the top.

Stage Bands Popular

The new stage band idea is proving its popularity in a great many of our larger operations. In St. Louis, Brooke Johns is now the Paul of the Missouri Theatre while in Boston, Gene Rodemich has added an interesting personality to the Metropolitan. Atlanta, Dallas, New Haven and other of our key cities are responding generously to the new plan. Like other innovations, this one is only as big as it is sold, and it is gratifying to see the wonderful campaign work being done. The building-up process is even more important and it will be interesting to watch the ingenuity of our press representatives and managers in developing a follow-up drive to sustain record business for the summer. Constant hammering and brilliant exploitation will result. Again, let me emphasize the importance of supplying PUBLIX OPINION with your campaign high-lights, not only for Unit Shows and Stage Bands, but for your pictures and institutional features as well. We are all in this business together and our concerted effort will go far in overcoming hot weather handicaps.

SAM KATZ.

Ask Me Another

How often do you analyze your advertisements? Are you sure you are getting your money's worth? Does your copy zoom out of the page and catch your eye? Is every advertisement an invitation or only an announcement? Is your copy the same week in and week out? Are your catch-lines full of worn out adjectives or do they actually describe your performance in a convincing way? How about your lobby display? If your newspaper advertising is strong enough in bringing patrons to your theatre, are you sure they will not be attracted across the street by a smashing display on the opposition house? Are you worrying about hot weather or are you making a finite effort to keep on top all summer? Are you upset about last week's disappointments or are you preparing your greatest campaign for next week? What are you doing this very minute to keep the box office busy? What did you do today to improve business? Do you think enough of your work to want it described in PUBLIX OPINION? Would you like to see your current advertisements reproduced in PUBLIX OPINION? Are you going to give the other fellows some of your good ideas so they can give theirs to you? Sure.

—A. M. BOTSFORD

SELLING "CHEX" IN BULK FORM

(No "Chex" Publicity to be Released—Yet.)

The possibilities for selling "Chex Books" to quantity buyers are great, and every manager should begin at once combing his territory to find possible outlets for "Chex" in quantity.

"Chex" will make excellent premiums and any merchant operating with a premium policy cannot help to appreciate the attraction which "Publix Chex" will have for his customers. Millions of dollars are spent every year for premiums. Let's get our share!

We have touched upon the point of pushing the sale of "Publix Chex" for prizes before, but it cannot be emphasized too strongly. Prize contests, of some nature, are being conducted in most all towns the greater part of the time, and the task of selecting suitable prizes is not an easy one. It will be well to always make every effort to get in touch with the contest committees and emphasize the general appeal that "Chex Books" will have. In most instances prizes are selected for their general appeal, for this way the interest of the family is in the contest, even though only one member may be eligible for a prize.

One obligation which the average wholesaler feels, is to entertain his out of town buyers. There is no reason why "Chex" should not play a big part in this connection. Sell the wholesalers in your town on the idea of buying "Chex" for distribution to their out of town buyers. Even though the book may not be exhausted during the buyer's visit, chances are very good that there is a "Publix" theatre in his home town, where the balance of the "Chex" may be redeemed. Envelopes may be furnished with books sold for this purpose, on the front of which could be printed, "Compliments of" etc. One manager is already working out a plan similar to this, and is receiving very favorable response from wholesalers to whom the proposition has been presented.

As we have stated before we feel the absolute necessity for real salesmanship during the time that these books are being introduced, and we cannot afford to overlook any opportunities for sales promotion.

The
More Chex Books
Sold in June
The Fewer Empty
Seats
You Will Have
in July

HOFFMAN DANGER IN "BIRTHSTONES"

(Continued from page 2, col. 1)

Girls. This well known troupe of Girls, all natives of Philadelphia, was developed and trained by Gertrude Hoffman and sent out on a vaudeville tour four years ago. Originally there were 6 girls, but this number was augmented to 16, and the following year they proved a sensation on Broadway when they opened in the 1924 edition of "Artists and Models." Later they went to London and played nine consecutive months at the Alhambra Theatre, followed by an engagement of six months at the Folies Bergere in Paris. They were then brought back to this country to appear in the last edition of "Artists and Models." When that production closed recently and then disbanded, Miss Klige was immediately engaged by John Murray Anderson for his "Birthstones" production.

WHIRLING AROUND THE PUBLIX WHEEL

The opening of the Indiana Theatre, Indianapolis, has been changed to Saturday, June 18th. This theatre will have a Sunday opening.

When "Convoy" played the Olympia Theatre, New Haven, Charlie Pincus had a good tie-up with the local recruiting station of the U. S. Navy. A small envelope jointly advertised the picture and the theatre and labelled with some U. S. Navy enlistment propaganda, in which a half dozen candy life savers were placed. The gag line was, "Have a Life Saver on Us."

Jack Redmond, professional golf champion, who was recently featured in Earl Carroll's "Vanities," has been engaged to appear in Boris Petroff's forth-coming production "Sports Review."

The coming productions which will open at the Paramount Theatre and then tour the unit houses include "Patches" (John Murray Anderson); "Sports Review" (Boris Petroff); "Yankee Rose" (Frank Cambria); and "Neptune's Daughters" (Frank Cambria), featuring Lottie Mayer and disappearing ballet.

Gene Rodemich is going over better than ever in Boston. Evelyn Hoey, held over for the third week, is still stopping the show at the Metropolitan in that city.

FRISCO AD PEP

Here are some of the hot catchlines that catch business in San Francisco for Publix!

"And more of that Marvellous Music from the best Orchestra in California."

"Vavara, aristocrat of jazz! leading the band, — and how."

"Every artist a star! Every minute a riot! The greatest act in history!"

"Me too! Felix."

"San Francisco knows what love is now. Thousands waited in line Saturday and Sunday to learn—and they learned!" (for "The Night of Love").

"As amazing in its theme as it is amazing the vast crowds attending." (for "The Night of Love").

WHERE UNIT SHOWS ARE WEEK OF MAY 8TH

Vienna Life (Cambria)	Paramount	New York City
Birthstones (Anderson)	Olympia	New Haven, Conn.
Borrah Minevitch (Cambria)	Metropolitan	Boston, Mass.
The Sampler (Anderson)	Buffalo	Buffalo, N. Y.
Way Down South (Cambria)	Michigan	Detroit, Mich.
Memory's Garden (Anderson)	Chicago	Chicago, Ill.
Family Album	Tivoli	Chicago, Ill.
Milady's Perfumes (Anderson)	Uptown	Chicago, Ill.
Egypt (Petroff)	Layoff (5 days)	
Stone Age Follies (Anderson)	Ambassador	St. Louis, Mo.
Alpine Romance (Cambria)	Newman	Kansas City, Mo.
Sea Chanties (Anderson)	Riviera	Omaha, Nebr.
Paper Revue (Petroff)	Capitol	Des Moines, Ia.
Venetian Glass (Anderson)	Layoff (1 week)	
Under The Brooklyn Bridge (Cambria)	Palace	Dallas, Tex.
Chinese Jade (Anderson)	Texas	San Antonio, Tex.
Opera vs. Jazz (Cambria)	Metropolitan	Houston, Tex.
Puppets (Petroff)	Saenger	N. Orleans, La.
Gertrude Ederle & Co.	Loew's Palace	Memphis, Tenn.
Pompadour's Fan (Anderson)	Howard	Atlanta, Ga.



A production of jewels; A jewel of productions.

Ruby, diamond, emerald, sapphire,—alive, sparkling, everybody loves "Birthstones."

The priceless gem of revues, "Birthstones."

Living jewels in settings of harmony and rainbows.

Mystic gems, lucky stones, gorgeous jewels!

What's your birthstone?

January, June, May, November—all the beauties of all the year in Murray Anderson's "BIRTHSTONES"

Flashing color, whirling dances, Stirring music!

See Kendall Capps in his "Lucky Stone Dance."

See Emma Klige in her gorgeous "Diamond Glitter."

See your own birthstone in the "Necklace of Jewels" and see

MYRIO & DESHA
World's greatest dance team

in
The Birth of the Opal

Make plans now, not to miss this great show!

SELL YOUR
STAGE SHOW

Publix



Opinion

GET BEHIND
PUBLIX CHEX

VOL. I.

Publix Theatres Corporation, Paramount Building, New York, Week of May 8th, 1927

Don't Miss Taking Advantage Of This Special Feature And The Best Advance Trailer Ever Made For A Unit Show



"CREST OF THE WAVE"



Most graceful of dancers—
DESHA
the inspiration of
Artists, and model
for America's most
noteworthy gifts
to sculpture —



"HUMORESQUE"



HARRIET W. FRISHMUTH
Sculptress
and her most recent creation
dedicated to and named 'Desha'



"THE VINE"
which has just been
purchased for the Metro-
politan Museum of Art

